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Interpersonal Meaning of Mood System in English

Public Service Advertising Texts

英语公益广告语篇中语气系统的人际意义

方言清

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Synopsis

This thesis aims to explore how interpersonal meanings are realized by Mood System in English public service advertising discourse. Halliday is the initiator of Systemic Functional Grammar (SFG), and SFG plays a very important role in various discourse analyses. Halliday's interpersonal function is the function of interaction of people. Mood system as a way of realizing interpersonal meaning is a great tool to analyze discourses. Halliday (1984) studies the development of dialogue and the mood system in young children's language. Mood consists of Subject and Finite. Different mood structures represent different speech functions. Many scholars like Thibault and Li Zhanzi have done significant researches on mood system. Besides, Huang Guowen (2001) analyzes the advertising discourse and on base of this, Sun Ran (2004) does analysis on public service advertising through text pattern and Chen Linlin (2007) covers the interpersonal meaning of Chinese public service advertising. However, there are comparatively few investigations, which focus on the interpersonal meaning of mood system in English public service advertising texts. Therefore, the thesis aims at the interpersonal meaning of mood system in this register.

With the rapid development of the society, many social problems, such as pollution, AIDS, poverty, drug, natural disasters, need to be solved with the efforts of the government, the individual and the community groups. To solve these social problems, public service advertising is created. It aims to inform the public of those important social issues and problems, to attract people's attention on these things and stimulate their positive action to take part in the campaign to solve these significant issues. It is the medium between the advertiser and the audience; it can indicate the relationship between the advertiser and the audience as well as the interaction and negotiation between them. Therefore, it is meaningful to study how advertiser builds relationship with the audience and how advertiser persuades the audience to take positive action through a variety of linguistic strategies.

The research randomly selects 35 samples from the English public service advertisements issued by the American government on the internet. The American public service advertising originated from the year 1941. In 1942, the War Advertising

Council was set up and it became a major instrument of the information policy of the Government. After the war, it changed its name into Advertising Council, which developed into six organizations. It has been raising a lot of funds and help for the public service issues since then and becomes an influential public service agency. Since the United States is the pioneer in the development of public service advertising, the research on American public service advertisement may help the advertisers or students in China to learn some valuable insights and help them to create better public service advertisements. It may also enrich the studies of advertising discourse and attract more scholars to do researches on this kind of discourse through different perspectives. Moreover, this research may help understand why and how different mood systems are used for particular purpose. This will help the student to learn more about the relationship between communicative purposes and linguistic features.

Considering the situation that there are few researches on different perspectives of mood system in the realization of interpersonal meaning in English public service advertising texts, this study fills this gap. In this research, the mood system resources are studied to show how interpersonal meanings are realized in English public service advertising discourses. This realization is done through the following steps: the realization of mood through different syntactic patterns, lexical choices, tense and voices, and interpersonal metaphor of mood.

The whole thesis is made up of five chapters: an introduction of the whole thesis; the literature review of the interpersonal meaning of mood system in various discourse types and the studies on public service advertising texts; the theoretical framework of Mood System, including mood theory, mood vs. modality, and mood system; a theoretical framework for the analysis of English public service advertising texts; an analysis of the interpersonal meaning of mood system in English public service advertisement through syntactic patterns, lexical choices, tense and voices, and interpersonal metaphor of mood; and at last is the conclusion of the thesis.

The research finds that in English public service advertising texts, the advertiser uses various linguistic resources (whether it is the syntactic patterns, the lexical choices or tenses and voices or interpersonal metaphor of mood) to realize different purposes of the advertisements (giving information or command). In a word, all these perspectives of mood system in the realization of interpersonal meaning in public

service advertisement can have many functions. They can help to attract the audience's attention. They can strengthen the persuasiveness of the content of the advertisement, and build the intimate relationship between the advertiser and the audience and thus stimulate the audience to take positive actions and solve the social problems with other people.

Key words: mood system; English public service advertising; interpersonal meaning

摘 要

本文探讨了英语公益广告语篇人际意义的表达。韩礼德是系统功能语法的创始人，而系统功能语法在不同语篇的分析上发挥着重要的作用。韩礼德的人际功能是人们相互作用的功能。语气系统作为实现人际功能的一种方式语篇分析的重要工具。韩礼德于 1984 年研究了孩子用语中对话和语气系统的发展。语气由两部分组成：主语和限定成分。不同的语气结构表达不同的言语功能。许多学者如 Thibault 和李战子已经对语气系统进行了大量的研究。此外，黄国文(2001)分析了广告语篇，在此基础上，陈琳琳(2007)探讨了中文公益广告的人际意义。然而，少有研究专注于语气系统在英语公益广告语篇中的人际意义。因此，本文致力于研究语气系统在英语公益广告语篇中的人际意义。

随着社会的飞速发展，很多的社会问题诸如污染，艾滋病，贫穷，自然灾害等需要通过政府，个人以及社会团体的共同努力来解决。为了解决这些社会问题，公益广告应运而生。公益广告旨在告知公众以上这些重要的社会事件和问题，并吸引人们对这些问题的关注从而激励他们采取积极的行动参与到解决这些问题的运动中来。公益广告是广告者和观众之间的媒介，它可以体现两者之间的关系，相互作用和谈论。因此，对广告者如何通过各种语言策略建立与观众的关系并说服观众采取积极行动的研究是非常有意义的。

本研究随机的在网站上选取美国政府发布的 35 篇英语公益广告作文分析的语料。美国的公益广告源于 1941 年，1942 年战争广告委员会成立并成为政府发布政策和信息的主要渠道。战后，该委员会更名为广告委员会，并发展了六个分机构。一直以来，美国广告委员会不断的为公益事业筹集资金，寻求帮助，成为极富影响力的公益机构。由于美国是公益广告发展史上的先驱，对美国公益广告的研究有助于中国的广告者和学生从中领悟有价值的东西，从而创作出更好的公益广告。它还能丰富人们对广告语篇的研究，并吸引更多的学者从不同的视角分析这类语篇。此外，本文还可以帮助理解为何不同的语气能实现不同的目的，又是怎么实现这些目的的。这将帮助学生进一步学习交流目的和语言策略之间的关

系。

鉴于目前对公益广告中通过语气系统的不同方面来实现人际意义的研究较少， 本文的研究将填补这一空缺。本文研究了英语公益广告语篇如果通过语气系统的语言策略来是实现人际意义。这些语气系统的策略包括：通过不同的句型，不同的词汇选择，不同是时态和语态，以及语气隐喻来实现语气系统在英语公益广告语篇中的人际意义。

本文由五个部分组成：引言，文献综述（语气系统在不同语篇中的人际意义和学者对公益广告语篇的研究），语气系统的理论结构（包括语气理论，语气与情态和语气系统）以及本文研究英语公益广告的理论框架，语气系统在英语公益广告语篇中的人际意义（包括句型，词汇选择，时态和语态，以及语气隐喻），最后是结论。

研究发现，在英语公益广告语篇中，广告者运用各种语言策略（句型，词汇选择，或是时态和语态，或是语气隐喻）来实现广告的不同目的（给予信息或是命令）。总而言之，在英语公益广告语篇中，语气系统的这些方面在实现人际意义上有很多的功能。它们有助于吸引观众的注意力，增强广告内容的说服力，使广告者和观众建立密切的关系，从而激励观众采取积极的行动，共同解决这些社会问题。

关键词： 语气系统；英语公益广告；人际意义

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